

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Sheri Sadler, Sadler STRATEGIC MEDIA, INC.  
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		<i>See order</i>			

This broadcast time will be used by: \_\_\_\_\_

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**  
☐ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

*See Letter of Authorization*

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

*See Letter of Authorization*



**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

5/23/14  
Date

*Shen Hadler*  
Signature

818-506-5443  
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

□ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature                      \_\_\_\_\_  
Printed Name                      \_\_\_\_\_  
Title

## AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<i>See schedule/orders</i>					

Attach proposed schedule with charges (if available):

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

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**CONSUMER WATCHDOG**  
**C A M P A I G N**  
*Vote Yes on Prop 45*  
**Lower Health Insurance Premiums**

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September 2, 2014

Sheri Sadler  
Sadler Strategic Media, Inc.  
12103 Viewcrest Road  
Studio City, CA 91604

Dear Ms. Sadler:

Please accept this letter as authorization to represent Consumer Watchdog Campaign in support of Proposition 45.

Our current disclosure as it will appear on ads:

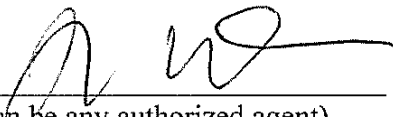
"Paid for by Consumer Watchdog Campaign – Yes on 45, a coalition of consumer advocates, attorneys, policyholders, and nurses. 777 S. Figueroa St., Ste. 4050, Los Angeles, CA 90017. Major Funding by Consumer Watchdog Campaign and Thomas Steyer."

Our official information is as follows:

Consumer Watchdog Campaign  
2701 Ocean Park Boulevard, Ste 112  
Santa Monica, CA 90405  
Phone: (310) 392-0522  
Fax: (310) 392-8874  
Harvey Rosenfield, President  
Jamie Court, Director/Secretary/Treasurer  
FEDERAL I.D.# 95-4469690

The board of directors for Consumer Watchdog Campaign is:

Harvey Rosenfield	Director/President
Jamie Court	Director/Secretary/Treasurer
Marylan Goodman	Director
John Richard	Director

  
\_\_\_\_\_  
Signature (Can be any authorized agent)  
Jamie Court, Director/Secretary/Treasurer

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**2701 Ocean Park Blvd., Suite 112, Santa Monica, CA 90405**

*Paid for by Consumer Watchdog Campaign – Yes on 45, a coalition of consumer advocates, attorneys, policyholders, and nurses.  
777 S. Figueroa St., Ste. 4050, Los Angeles, CA 90017. Major Funding by Consumer Watchdog Campaign and Thomas Steyer.  
Computer generated / Printed in-house*